



**ENABLING  
BREASTFEEDING**  
Making a difference  
for working parents  
WABA | WORLD BREASTFEEDING WEEK 2023

## World Breastfeeding Week 2023

World Breastfeeding Week (WBW) 2023's theme focuses on breastfeeding and employment/work because workplace challenges are the most common reason women do not breastfeed or stop earlier than recommended. The theme highlights the impact paid leave and workplace support can have along with emerging parenting norms on breastfeeding from the view of the parents themselves. Target audiences

include governments, policymakers, workplaces, communities, and parents. These target groups will be engaged to play their significant roles in empowering families and sustaining breastfeeding-friendly environments in work life following the pandemic. Every year since 2016, the World Alliance for Breastfeeding Action (WABA) has coordinated the World Breastfeeding Week as a global campaign to increase breastfeeding awareness and promote action on breastfeeding related themes. The 2023 objectives are: (1) Inform people about working parents' perspectives on breastfeeding and parents, (2) Anchor optimal paid leave and workplace support as important tools to enable breastfeeding, (3) Engage with individuals and organizations to enhance collaboration and support for breastfeeding at work, and (4) Galvanize action on improving working conditions and relevant support for breastfeeding. For more information about World Breastfeeding Week, visit

<https://worldbreastfeedingweek.org/>

## World Breastfeeding Week 2023

District V's WIC Breastfeeding Program and the Mississippi Breastfeeding Coalition will celebrate National Breastfeeding Awareness Month by holding their annual Breastfeeding All About Love event. This educational event is for prenatal and breastfeeding mothers to learn more about breastfeeding, new baby care, and resources available in the community. It will be Friday, August 18, 2023 from 9:30 a.m.-12:00 p.m. at the Jackson Medical Mall Center Stage. WIC participants will earn ZNE certificates.

### Free Education

#### July 9

7:00 p.m. – 8:15 p.m. IABLE Clinic Case Discussion Webinar: A Case of a Lactating Parent with Persistent Nipple Discomfort Due to Dermatitis. Register at <https://lacted.org/shop/case202307/>

#### July 11

2:30 p.m. – 3:30 p.m. IEBFC Monthly Check-In: Register at <https://www.eventbrite.com/e/monthly-check-in-tickets-492773447647>

#### July 18

Available on Demand. Great Lakes Breastfeeding Webinar: Father

Empowerment: Beneficial for Everyone. Register at <https://mibreastfeeding.org/webinars/>

#### July 19

1:00 p.m. – 2:00 p.m. Medela Webinar: Black Women Do Breastfeed Beyond a Year: Listening to Their Stories - Diane Spatz, Ph.D., RN-BC, FAAN. Register <https://www.medela.us/mbus/professionals/Education/Programs/Detail/855>

### Breastfeeding Classes

- Peer counselors are available to provide breastfeeding classes at all WIC clinics.

### Join MSBFC

Please join MSBFC to make sure you are receiving ALL future communications.

It's cool  
to be  
kind



### Breastfeeding Support

WIC's Breastfeeding Program 601-981-2304  
Mississippi Lactation Services, Dr. Christina Glick, M.D.  
601-932-6455  
The Infant Risk Center 806 352-2519 Dr. Thomas Hale's  
helpline for medications information  
Merit Health Woman's Hospital Lactation Center 601-933-  
6180 or 601-933-6493

### Four New IBCLCs

We applaud Millicent Barrios, Melanie Burton, Brittany Isler, and Marsha Stegall for their accomplishment of passing the most recent IBCLC exam.